

APPENDIX A

5 (Data Dictionary)

BusinessRule

Definition

10 A standardized parameter to be applied in a particular
business situation-e.g., what weighting to give to recent vs.
overall popularity in sequencing search results, or how much
to pay categorizers when users select pages based on their
categorizations. Allows multiple tiers applying to various
15 levels of a given parameter or measurement, so that, for
example, incentive payments for the first 1,000 user
selections may be 5 cents, payments for selections between
1,001 and 5,000 are 4 cents, etc..

20 Fields or Attributes

BizRuleId: The unique identifier of the BusinessRule.

25 *EffectiveDtm*: The date and time when the business rule takes
effect.

BizRuleIdNextIteration: The unique identifier of a
BusinessRule for a time period immediately subsequent to the
one shown in the *EffectiveDtm*. (Optional)

30 *ItemCatIDGoverned*: The unique identifier of an ItemOrCategory
that is governed by the BusinessRule-e.g., the category whose
incentive payment amount is represented in the rule.
35 (Optional)

1 **51432/RRT/A784**

Description: A textual representation of the condition that
the parameter applies to-e.g., "Recent Hits" or "Quick
5 Returns."

TierNbr: The order in which a tiered value is to be presented
or considered. (Optional)

10 *MininumValue:* The threshold value that must be met in order
for a particular tier to apply-e.g., user selections greater
than or equal to 10,000.

MaximumValue: The ceiling value for the tier. (If an
15 observed measurement exceeds this value, go up to the next
sequential tier.) (Optional)

RuleSpecifiedValue: The parameter to be applied to a given
business situation-e.g., incentive payment amount is 3 cents
20 per user selection, or the popularity weighting factor for
recent user selections is 43.27%.

25

30

35

1 **51432/RRT/A784**

BusinessRuleInclusion

5 Definition

The means by which parameters, criteria, or tiers are known to include or be included in other BusinessRules. Accommodates multiple-parent as well as multiple-children situations.

10

Fields or Attributes

BizRuleIdIncluder: The unique identifier of a BusinessRule that includes another BusinessRule.

15

BizRuleIdIncludee: The unique identifier of a BusinessRule that is included in another BusinessRule.

20

25

30

35

1 **51432/RRT/A784**

CategorizationBasis

5 Definition

10 A way of ensuring that early categorizers get fair
compensation for their efforts when better-known marketing-
oriented entities utilize their categorizations to make
categorizations of their own. Created when marketing-oriented
entities use Pinpointer's automated tools to post
categorizations based on prior categorizations by other
entities.

15 Fields or Attributes

20 *CatIdAcknowledging:* The unique identifier of the
ItemCategorization that is based on a pre-existing
ItemCategorization.

CatIdAcknowledged: The unique identifier of the pre-existing
ItemCategorization on which a later ItemCategorization is
based.

25 *CreditShare:* A percentage indicating the portion of an
incentive payment to which the specified pre-existing
ItemCategorization is entitled, relative to any other pre-
existing ItemCategorizations on which the later
30 ItemCategorization is also based. Maximum value = 100%.

35

1 **51432/RRT/A784**

CatBasedSelectionSummary

5 Definition

A tally of the number of times users have selected an item based on an ItemCategorization within a specified period.

10 Fields or Attributes

CatBasedSelectionSummaryId: The unique identifier of the CatBasedSelectionSummary. 20-position integer. (Mandatory)

15 *CategorizationId*: The unique identifier of the ItemCategorization whose selections have been tallied.

PeriodMM: The month to which the tally applies.

20 *PeriodYYYY*: The year to which the tally applies.

SelectionCount: The tally of user selections for the time period.

25 *QuickReturnCount*: A tally of the number of times users who have selected the item have almost immediately gone back to the search results, indicating dissatisfaction with the item as classified.

30

35

1 **51432/RRT/A784**

CategorizingEntity

5 Definition

A method of providing quick summary information about a
PersonOrOrganization making a particular type of
categorization, without needing to rummage through vast
10 amounts of information spread across the database while the
user is waiting for a response. Updated only by a batch
summarization program.

15 Fields or Attributes

ItemCatIdCategory: The unique identifier of the category to
which the categorizer's summary data applies.

20 *PersorgId:* The unique identifier of the PersonOrOrganization
to whom the summary data applies.

TotalCategorizations: The number of categorizations the
PersonOrOrganization has made within this category. Does not
include subcategories. (Optional)
25

SpecificCatRecentHits: A measure of the categorizer's current
popularity. What is recent is determined by the batch update
program, based on appropriate BusinessRules. (Optional)

30 *SpecificCatOverallHits:* A measure of the categorizer's
overall popularity. (Optional)

SpecificCatQuickReturns: A measure of the categorizer's
reliability, based on the number of times users selecting an
35

1 **51432/RRT/A784**

item via a categorization by this PersonOrOrganization have
quickly returned to the search results page to find something
5 closer to what they were hoping to find. (Optional)

BroaderCatRecentHits: A way of taking into account a
categorizer's current popularity within other, related
categories. 12-position integer. (Optional)

10 *BroaderCatOverallHits:* A measure of the categorizer's overall
popularity within other, related categories (Optional)

BroaderCatQuickReturns: A measure of the categorizer's
15 reliability within other, related categories. (Optional)

DtmLastUpdated: When the batch update program last ran.
(Optional)

20 *CategorizerTopLevelInd:* A flag used by the Find Material
screen to expedite processing when the user has selected a
categorizer but no category. Without this flag, a great deal
of resource-intensive traversing of the database could be
needed to required the highest-level categories utilized by
25 the categorizer. Set by a batch program.

30

35

1 **51432/RRT/A784**

CategoryDetail

5 Definition

The set of information that pertains only to categories, and not to specific items.

10 Fields or Attributes

ItemCatId: The unique identifier of the category to which this information applies. 12-position integer.

15 *TopLevelInd:* A flag used to tell Pinpointer what should initially appear in the category screen. 1-position integer.

Explanation: A textual guide to what is meant when the category in question is applied to an item. Especially
20 important for prestige categorizers to improve clarity and avoid lawsuits (e.g., the category "Osteoporosis" might have an explanation indicating that categorizing a content item in that manner only indicates what the item is about, and does
25 not necessarily imply any value judgment about the quality of the content. (Optional)

DnmMatchCount: A tally of the number of content items to which this specific category (not any of its children or
30 grandchildren) has been applied. Used in the Category screen to provider users with an immediate sense of how many search results will be returned if this category is selected. 10-position integer.

35

1 **51432/RRT/A784**

StandAloneSequence: The order in which this category is to be
presented in the Category screen and elsewhere relative to
5 other categories with the same parent. (Optional)

ContainsSubsInd: A flag indicating whether the category
includes any others (i.e., whether the ItemOrCategory appears
as the subject in an ItemCatCorrelation of
10 ItemCatCorrelationType = "Includes / Is Included In").
Updated by a batch program; used by online programs to signal
to users that there is benefit to drilling down within the
category. 1-position integer. (Mandatory: 1 = yes, 0 = no)

15

20

25

30

35

1 **51432/RRT/A784**

CreditCard

5 Definition

The means by which those posting categorizations on Pinpointer typically make their payments, and also a primary means of ensuring that categorizing entities are who they claim to be.

10

Fields or Attributes

CreditCardId: A unique identifier issued by Pinpointer, and not dependent on the number assigned by the issuing financial institution that appears on the face of the card.

15

CardTypeId: The unique identifier of the card's CreditCardType—e.g., Visa or American Express.

20 *AccountNbr:* The number assigned by the issuing financial institution that appears on the face of the card.

ValidationNbr: The small supplemental number appearing on the face of the card that is used to ensure that a person has a physical card in front of them, and is not just using a card number obtained by improper means. (Optional)

25

ExpirationMm: The month in which the card will expire.

30 *ExpirationYyyy:* The year in which the card will expire.

CompanyName: A name that appears at the bottom of corporate cards. Used in ensuring that categorizing entities are who they claim to be. (Optional)

35

1 **51432/RRT/A784**

IndividualName: The persons name appearing on the face of the
card.

5

10

15

20

25

30

35

1 **51432/RRT/A784**

CreditCardType

5 Definition

The overall program in which a card participates, such as
MasterCard or Visa.

10 Fields or Attributes

CardTypeId: The Pinpointer-assigned unique identifier of the
card program. 2-position integer.

15 *Description:* A textual representation of the program's name,
such as "Visa" or "American Express."

20

25

30

35

1 **51432/RRT/A784**

CreditCardUser

5 Definition

10 The link between a CreditCard and a PersonOrOrganization
authorized to use it. Enables an organization to use more
than one card, if so desired—perhaps with different
individuals' names on them. Also enables a parent-
organization card to be used by subsidiary organizations—e.g.,
a Hachette-Filipacchi Publishing corporate card used for both
Car and Driver and *Road & Track* magazines.

15 Fields or Attributes

CreditCardId: The Pinpointer-assigned unique identifier of
the card.

20 *Description*: The unique identifier of the entity authorized
to use the card on Pinpointer.

25

30

35

1 **51432/RRT/A784**

ItemCatCorrelation

5 Definition

A logical relationship between two categories or two items.
(A relationship between an item and a category is represented
instead as an ItemCategorization.)

10

The most common relationship is one of inclusion, which can
apply to either categories or content. In the case of
categories, "Big Screen TVs" might include "Projection TVs."
In the case of content, one embodiment of the present
invention allows previously unrelated content items to be
"assembled" and navigated in a logical manner. For example, a
content item entitled "Contemporary advertising is very
different from traditional forms" would include another
content item entitled "The Pontiac and Marlboro advertising
campaigns of the 1960s showed how to dispense with reason and
logic altogether."

15

20

25

Some standardized ways in which content items can interrelate
include supporting or corroborating, limiting or refuting,
refining, and implying.

30

In a standardized ItemCatCorrelation, one item is always
designated as the Subject, and the other as the Reference.
This is necessary to differentiate between the includer and
the includee, between the implier and what's implied, etc.

Fields or Attributes

35

1 **51432/RRT/A784**

ItemCatCorrelationId: The unique identifier of the
ItemCatCorrelation.

5 *ItemCatIdSubject:* The unique identifier of the Subject item
or category.

ItemCatIdReference: The unique identifier of the Reference
10 item or category.

CorrTypeId: The unique identifier of the
ItemCatCorrelationType by which the relationship is
categorized. 4-position integer. (Mandatory)

15 *PersOrgIdSource:* The unique identifier of the entity
establishing the link. (Optional)

SubjectSeq: The relative order in which the Subject is to be
20 presented, when there are also other categories or content
items having the same relationship to the Reference item. For
example, if the correlation type is "Includes/Is Included In,"
the Subject category would be the one doing the including.
What if the Reference Item is "Car Stereo?" Both "Stereo
25 Systems" and "Auto Accessories" could be shown in the database
as valid includers for "Car Stereo." If a user selects "Car
Stereo" from the Category screen and then selects the "More
General" button, in what order should "Auto Accessories" and
30 "Stereo Systems" be presented? *SubjectSeq* answers this
question.

ReferenceSeq: The relative order in which the Reference is to
be presented, when there are also other categories or content

35

1 **51432/RRT/A784**

items having the same relationship to the Subject item. Works according to the same principles as *SubjectSeq*.

5 *IncludeGrandchildrenInd*: Not used in this version of Pinpointer, but needed for later iterations involving the forms of complex content presentation laid out in the proof of concept site. Specifically, this field indicates whether it is the wish of the content "assembler" to include just one specific content item, or also its children, in a new content item he is creating "from parts."

10 *SubjectPriorityLevel*: Establishes the order in which multiple items or categories in the same subject role will be logically evaluated.

15 For example, two categories, "Stereo" and "Car Accessories" might both be parents to the category, "Car Stereo." For purposes of calculating a Car Stereo CategorizingEntity's *BroaderCatOverallHits*, it is necessary to factor in the categorizer's popularity at the category's parent and grandparent levels. In this calculation, should Stereo or Car Accessories be considered the primary parent? Whichever category has a *SubjectPriorityLevel* of 1 should be considered the primary parent, and whichever has a *SubjectPriorityLevel* of 2 should be considered the secondary one.

20 Having specific numeric designators capable of going past 2, rather than just a simple flag to indicate that a category is to be considered "primary" in a certain role,

25

1 **51432/RRT/A784**

also ensures that by-category rollups can be performed
without double-counting any data.

5 *ReferencePriorityLevel:* Establishes the order in which
multiple items or categories in the same reference role will
be logically evaluated. (See writeup of *SubjectPriorityLevel*
for more details.)

10

15

20

25

30

35

1 **51432/RRT/A784**

ItemCatCorrelationType

5 Definition

10 The means by which the nature of a relationship between two
categories or two content items is precisely described.
Examples of values include Includes/Is Included In and
Implies/Is Implied By.

Fields or Attributes

15 *CorrTypeId*: The unique identifier of the ItemCorrelationType.

SubjRoleDesc: A textual representation of the role played in
the relationship by the subject item or category. Example of
value: "Album."

20 *ReferenceRoleDesc*: A textual representation of the role
played in the relationship by the reference item or category.
Example of value: "Track."

25

30

35

1 **51432/RRT/A784**

ItemCategorization

5 Definition

The assignment of a content item (i.e., an ItemOrCategory whose *ItemInd* = 1) to a content category (an ItemOrCategory whose *CategoryInd* is = 1). In most cases, an
10 ItemCharacterization represents the judgment of a specific PersonOrOrganization; but it may also reflect summary information about the judgments of all categorizing PersonsOrOrganizations.

15 Fields or Attributes

CategorizationId: The unique identifier of the ItemorCategorization.

20 *ItemCatIDContent*: The unique identifier of the content item being categorized.

ItemCatIDCategory: The unique identifier of the category into which the content item has been assigned.

25 *PersorgIdCreator*: The unique identifier of a PersonOrOrganization making a categorization. When this is null, it indicates a summary-level ItemCharacterization
30 representing the combined judgments of all categorizers. (Optional)

PersorgIdPayee: The unique identifier of a PersonOrOrganization to receive incentive payments when users
35 go to a content item via this ItemCategorization, if the

1 **51432/RRT/A784**

category is an incented one. This party can be different from
the creator, because rights to ongoing incentive payments may
5 be sold to other parties for lump sums. (Optional)

DtmPosted: The date and time when this categorization was
first made. (Optional)

10 *DtmExpires:* The date and time when this categorization will
become inactive if it is not renewed. (Optional)

Categorizer Sequence: A representation of the order in which
other PersonsOrOrganizations who have made this categorization
15 will be eligible for first categorizer rights, if the current
entity holding such rights fails to renew the categorization.
(Optional)

20 *1stCategorizerRightsInd:* Indicates that this categorization
is eligible to receive incentive payments whenever users
select the content item and category indicated, provided it is
an incented category. 1-position integer. (Mandatory: must
be either 1 = yes, or 0 = no)

25 *DnmOverallSelectionCount:* A denormalized summary
representation of how often users have selected a content item
via this particular categorization. Used to eliminate the
need to tally large volumes of normalized data while the user
30 is waiting for search results to be sequenced according to
popularity. Only updated by a batch program. (Optional)

DnmRecentSelectionCount: A denormalized summary
representation of how often users have selected a content item

35

1 **51432/RRT/A784**

lately via this particular categorization. Used to eliminate
the need to tally large volumes of normalized data while the
5 user is waiting for search results to be sequenced according
to popularity. Only updated by a batch program. (Optional).

DnmQuickReturnCount: A denormalized summary representation of
how often users have gone almost immediately back to the
10 search results screen after selecting the content item via
this categorization-indicating that it did not meet their
expectations. Used to eliminate the need to tally large
volumes of normalized data while the user is waiting for
15 search results to be sequenced according to popularity. Only
updated by a batch program. (Optional)

DtmDnmCountsUpdated: The date and time when the batch program
that updates denormalized selection and quick return counts
20 last ran against this categorization. (Optional)

RankingCredit: Updated by a batch program, this field is a
convenient summarization of how highly CategorizingEntities
rate an item relative to other items they have also rated
25 within the same category. The maximum value is 1.00, and it
diminishes in increments proportional to the number of
categorizations the categorizing entity has made within the
category.

30 In its computation, the first step is to eliminate gaps
between *CategorizersInternalRanks* in multiple
ItemCategorizations by the same CategorizingEntity, in order
to facilitate other computations. For example, MedFacts may
35 assign its initial set of ItemCategorizations for

1 **51432/RRT/A784**

Osteomyelitis CategorizersInternalRanks of 10, 20, 30, and 40;
so that later, new categorizations can be inserted at numbers
5 34 and 36 without having to renumber all the others.
Sequential ranking converts the randomly-spaced values of 10,
20, 30, 34, 36, and 40 into a more predictable and orderly 1,
2, 3, 4, 5, and 6.

10 The next step is to compute a score based on relative position
within a categorizer's rankings for a category. For example,
if MedFacts has made 5 categorizations of sites as being about
osteomyelitis, those categorizations should be scored as
15 follows:

	Sequential Ranking	Score
	1	1.0
	2	0.8
20	3	0.6
	4	0.4
	5	0.2

If the Osteopathic Society of the Ukraine has categorized only
25 2 sites as being about osteomyelitis, their scores would be as
follows:

	Sequential Ranking	Score
	1	1.0
30	2	0.5

To compute the score, first compute a reduction factor as 1
divided by total categorizations within the category by the
categorizing entity. Then subtract 1 from sequential ranking,
35

1 **51432/RRT/A784**

multiply the result by the reduction factor, and subtract
that result from 1. (Optional)

5 *CategorizersInternalRank:* Assigned by a content categorizer
to indicate the order in which multiple content items he has
assigned to the same content category should appear on the
search results screen. (Optional)

10 *PricingIncludedInd:* Indicates whether a user who selects a
content item based on this categorization will find pricing
information there. Needed for the shopping variant of the
Find Material screen, to be added in a subsequent release. 1-
15 position integer. (Mandatory: 1 = yes, 0 = no)

20 *ErroneouslyCategorizedInd:* When set to 1 = yes, indicates
that a marketing entity assessing a primary-level
categorizer's work found this particular categorization to be
not in conformance with its own standards for such
categorizations. Will be used in a subsequent release to
enable marketers to avoid having to view the same information
repeatedly over time, and to help them identify which primary-
25 level categorizers' judgments best match their own. 1-
position integer. (Mandatory: 1 = yes, 0 = no)

1 **51432/RRT/A784**

ItemDetail

5 Definition

The set of information that pertains only to specific items,
and not to broader categories.

10 Fields or Attributes

ItemCatID: The unique identifier of the item to which the
detail information pertains.

15 *CreatorAssignedId*: The identifier by which the entity that
created the item refers to it. Often a manufacturer's part
number. (Optional)

20 *DigitalObjectId*: A standardized Digital Object Identifier
(DOI), known outside the owner or originator of an item, which
is coming into increasing use for electronic content of all
kinds. (Optional)

25 *UPC*: The Uniform Price Code of an item--i.e., the numbers that
a bar code represents. (Optional)

URL: The Uniform Resource Locator by which a page can be
found on the Internet. (Optional)

30 *OtherOnlineID*: Any other means by which an online content
item may be identified below the whole-page level, such as the
number by which an online music vendor identifies images,
text, or other material describing or illustrating an album or
track. (Optional)

35

1 **51432/RRT/A784**

GenEntryPointInd: A flag indicating that an item serves as a
general entry point for a number of other items—for example,
5 as a home page. 1-position integer. (Mandatory: 1 = yes, 0
= no)

10

15

20

25

30

35

1 **51432/RRT/A784**

ItemOrCategory

5 Definition

Something that users of Pinpointer may seek access to or seek information about on the Internet.

10 NOTE: Often it is impossible call something exclusively an
item or exclusively a category. For example, a piece of
writing may be both a specific content item and also the
subject of other pieces of writing--i.e., a category. For this
15 reason, instead of having separate tables for items and
categories, those that function at least part of the time as
categories are marked with a simple flag.

Fields or Attributes

20 *CategoryInd*: A flag indicating suitability for use as a
category, including being displayed in the Category screen.
Intended for use as a clustered index, so that rows which can
appear in the Category screen are found physically together at
25 the beginning of the table, to enable values for this screen
to be quickly assembled, without having to rummage
sequentially through the entire voluminous ItemOrCategory
table, which can ultimately grow to billions of rows. 1-
30 position integer. (Mandatory: 1 = yes; 2 = no. NOTE: Here
and in PersonOrOrganization are the only places in the
database where a value of 2 in an indicator means "no.")

ItemCatID: The unique identifier of the ItemOrCategory.

35

1 **51432/RRT/A784**

Name: The way that users will know an ItemOrCategory, because this is the primary value that will appear in various screens.

5 Example: "A Modest Proposal." Typically corresponds to HTML Title meta-tag.

Description: More extended textual information about an ItemOrCategory. Example: "Jonathan Swift's classic satire on
10 handling the Irish problem." Typically corresponds to HTML Description meta-tag. (Optional)

ProductOrServiceInd: A flag indicating suitability for listing in the upcoming Shopping screen, which will be a
15 variant of Find Materials. 1-position integer. (Mandatory: 1 = yes, 0 = no)

Item Ind: A flag providing conclusive confirmation that the ItemOrCategory can be considered an item in its own right,
20 regardless of whether it can also be considered a category. 1-position integer. (Mandatory: 1 = yes, 0 = no)

25

30

35

1 **51432/RRT/A784**

ItemOriginationRole

5 Definition

A link between an item and a PersonOrOrganization who played a part in bringing it into being. Examples of values: Manufacturer, Writer, Lead Vocalist, Percussionist, Primary Artist.

Fields or Attributes

15 *ItemOriginationRoleId*: The unique identifier of the ItemOriginationRole. (Mandatory)

ItemCatID: The unique identifier of the item to which the origination information pertains.

20 *RoleTypeId*: The unique identifier of the OriginationRoleType played by a particular PersonOrOrganization.

25 *Sequencer*: A means of determining which entity should be presented first, if more than one PersonOrOrganization has played the same OriginationRoleType. 2-position integer. (Mandatory; minimum value = 1)

30 *PersorgId*: The unique identifier of a particular PersonOrOrganization who has played the OriginationRoleType indicated. (Mandatory)

35 *Share*: A means of apportioning credit when multiple entities have played the same role. The sum for all must equal 100%, to be enforced by application program logic. (Mandatory)

1 **51432/RRT/A784**

StartDtm: A means of indicating who played what role when, in
cases where a role (such as editor of an online magazine)
5 passes from person to person. (Optional)

StopDtm: A means of indicating who played what role when, in
cases where a role (such as editor of an online magazine)
10 passes from person to person. (Optional)

15

20

25

30

35

1 **51432/RRT/A784**

OfferedItemOrCategory

5 Definition

A representation that a given type of goods or services can be
obtained from a particular retailer, vendor, professional or
other supplier or provider. An entry here is required for the
10 vendor to participate in the upcoming Shopping screen.
Typically costs more to post than an ItemCategorization.

Fields or Attributes

15 *OfferedItemOrCatId:* The unique identifier of the
OfferedItemOrCategory. (Mandatory)

ItemCatId: The unique identifier of the ItemOrCategory of
goods and services being offered. (Mandatory)
20

PersorgId: The unique identifier of the offeror. (Mandatory)

Sequencer: A means of ensuring that a vendor can offer the
same ItemorCategory at multiple online sites and/or with
25 multiple *OfferorAssignedIds*.

ItemCatIdOfferingSite: A link back to a web page in which the
goods or service are offered. (Optional)

30 *OfferorAssignedId:* A means of accommodating situations in
which a value must be passed back to a web site to identify
the specific item the user is shopping for, when the other
site identifies the item by some label of its own devising,
35

1 **51432/RRT/A784**

rather than more standard values like UPC or Manufacturer's
Item Number. (Optional)

5

10

15

20

25

30

35

1 **51432/RRT/A784**

OrganizationInclusion

5 Definition

A relationship in which one organization is identified as the
parent, or including, entity; and another is identified as
the child, or included, entity. Accommodates multi-parent
10 situations, such as financial magazines that are owned jointly
by a financial organization and a magazine publishing house.

Fields or Attributes

15 *PersorgIdIncluder:* The unique identifier of the parent
organization.

PersorgIdIncludee: The unique identifier of the child
20 organization.

25

30

35

1 **51432/RRT/A784**

 OriginationRoleType

5 Definition

A standardized description of a function that may be served by
a PersonOrOrganization in bringing an item into being.
Examples of values: Manufacturer, Writer, Primary Artist.

10

Fields or Attributes

RoleId: The unique identifier of the role type.
(Mandatory)

15

Description: The textual value that users see, such as "Lead
Vocalist" or "Percussionist." (Mandatory)

20

25

30

35

1 **51432/RRT/A784**

PersonOrOrganization

5 Definition

Any human or organizational entity, such as a singer, a manufacturing corporation, or a magazine.

10 Fields or Attributes

15 *CategorizerInd*: A flag indicating that this entity can be included in the Categorizer screen is otherwise treated as a categorizer. Also used in a clustered index to physically place categorizers together at the front of the table, eliminating the need to scan a large table in its entirety to populate the Categorizer screen while the user is waiting for a response. (Mandatory: 1 = yes; 2 = no. NOTE: Here and in
20 ItemOrCategory are the only places in the database where a value of 2 in an indicator means "no.")

PersorgId: The unique identifier of the person or organization.

25 *DisplayName*: The way the person or organization's name is to appear in screens and other system presentations to the user. (Optional)

30 *DispNameOkInd*: A flag used to indicate that the DisplayName has been found to be a reasonable representation of the entity's actual name—typically, by comparing to the name displayed on a credit card. 1-position integer. (Mandatory: 1 = yes, 0 = no)

35

1 **51432/RRT/A784**

DispNameRejInd: A flag used in the process of validating a
display name to indicate that a problem has occurred. 1-
5 position integer. (Mandatory: 1 = yes, 0 = no)

DispNameReqInd: A flag used to indicate that a display name
has yet to be entered and validated. 1-position integer.
(Mandatory: 1 = yes, 0 = no)

10 *OrganizationInd:* A flag indicating the difference, for
logical processing purposes, between a person and an
organization. 1-position integer. (Mandatory: 1 = yes, 0 =
no)

15 *VendorInd:* A flag indicating that an entity is eligible to
appear in the Shopping function. 1-position integer.
(Mandatory: 1 = yes, 0 = no)

20 *BrickAndMortarInd:* A flag indicating that a vendor has a
physical store or other facility that a shopper can visit to
obtain products or services, as opposed to operating
exclusively on the Internet. 1-position integer. (Mandatory:
25 1 = yes, 0 = no)

CredentialSummary: A short textual item generated by a
PersonOrOrganization to summarize to users why they should
trust categorizations made by this entity. May appear on the
30 Categorizer screen alongside the display name. Examples of
values: "Rolling Stone contributor," "Award-Winning Veterinary
Hospital." (Optional)

35

1 **51432/RRT/A784**

SelfDescription: A more extensive textual item, also
generated by the categorizer, giving a more complete
5 description of credentials, values, ideals, or any other
factors that may persuade users to trust the categorizer's
judgments. Displayed only at user's request. (Optional)

DtmEstablished: The date and time when a PersonOrOrganization
10 first appeared in the Pinpointer database.

LogonId: (Optional)

Password: (Optional)

15 *PswdReminderQ:* (Optional)

EmailAddress: (Optional)

20 *StreetAddress:* (Optional)

StreetAddrExt: (Optional)

City: (Optional)

25 *State:*

PostalCode:

Country: (Optional)

30 *DomAreaCode*

DomPhoneNbr

IntlPhoneNbr: (Actually multiple fields-I'll leave it to
35 Peter and Ivan, who are a lot more familiar with international

1 **51432/RRT/A784**

telephoning than I am, to sort out how this can best be
represented to ensure that a human being looking at the values
5 in these fields can figure out how to reach anyone, anywhere
by phone.)

IndFirstName: An individual's actual first name, which may or
may not be discernable from the display name he uses.
10 (Optional)

IndLastName: An individual's actual last name, which may or
may not be discernable from the display name he uses.
15 (Optional)

20

25

30

35

1 **51432/RRT/A784**

ReservedDomain

5 Definition

10 A representation of ownership of all pages beginning with a
given URL. Used to ensure that, for example, only *Car and
Driver* magazine can update the description of a *Car and Driver*
article.

Fields or Attributes

15 *DomainId*: The Pinpointer-generated unique identifier of the
domain.

URLPrefix: A portion of a URL that remains constant across
all pages owned by a given entity.

20 *PersorgId*: The unique identifier of the owning entity.

25 RRT/dlf

CLV PAS552163.1-*--03/22/04 9:41 AM

30

35